

**Rouelle, Kate**

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**From:** Werneke, Christine  
**Sent:** Wednesday, August 02, 2006 4:35 PM  
**To:** ACCD - Marketing  
**Subject:** Marketing in the Know August 2, 2006

**Attachments:** AG signature change\_MEMOAUG2006.doc; trainings.doc

**August 2, 2006**

**Chief Marketing Officer Updates**

- Clarification of VISION marketing account codes
- Important! Change to process for using master marketing contracts

**Educational & Collaborative Opportunities**

- CORRECTION: Cyprian training class date

**Chief Marketing Officer Updates**

**Clarification of VISION marketing account codes**

**Audience: Business Managers**

In June an expanded list of VISION account codes was created to more accurately capture expenses related to marketing and advertising activity. The "*Advertising*-" account codes 516811 - 516815 which replaced the old account code of *Advertising* 516800 should now be used for the purchase of space or time slots in print, TV, radio, web, or other media channels. With the exception of job postings, which are still captured under account code 516820 *Advertising-job vacancy*, costs associated with placing an advertisement, legal notice, public service announcement, or other message should be categorized under the appropriate *Advertising* code (e.g. *-print*, *-TV*, *-radio*, *-web*, *-other*). Questions regarding these codes and specific expenditures should be directed to Christine Werneke at 828-2999 or christine.werneke@state.vt.us.

**Important! Change to process for using master marketing contracts**

**Audience: Business Managers, Marketing and outreach staff**

Under the master marketing contracts, projects costing more than \$10,000 require a Statement of Work (SOW) be prepared by the marketing firm to provide a description of services to be provided, timeline, and project budget. After discussion with the Attorney General's office, the process for execution of an SOW is being changed to **remove the requirement for signature from a Special Assistant Attorney General**. The attached memorandum provides formal documentation of the change and additional detail on reasons behind this change. Questions: Christine Werneke at 828-2999 or christine.werneke@state.vt.us.



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**Educational & Collaborative Opportunities**

**CORRECTION: Cyprian training class date**

**Audience: Marketing and outreach staff**

The date for the *1-day Marketing Makeover* training class was listed incorrectly on the attachment provided last week. The correct date for the class will be Tuesday, October 24, 2006. The attachment has been corrected and is included here. If you have any questions regarding these new trainings please contact: Audrey Quackenbush, Human Resources Consultant; Cyprian Learning Center, [aquackenbush@per.state.vt.us](mailto:aquackenbush@per.state.vt.us), 802-241-1116 OR Christine Werneke at [marketing@state.vt.us](mailto:marketing@state.vt.us), 828-2999.



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*To be added to the distribution list for the weekly marketing communication, send an e-mail to Kate Rouelle with your name and which agency or department you belong to [marketing@state.vt.us](mailto:marketing@state.vt.us).*